

Study: Resorts inflate snow totals

By Bruce Edwards, Rutland Herald

Two Dartmouth College professors have come out with a report that accuses ski areas across the country of fudging snowfall totals.

The study, “Wintertime for Deceptive Advertising?,” compares snowfall reports from eastern and western resorts with totals recorded by nearby government weather stations.

The report co-authored by Eric Zitzewitz and Jonathan Zinman concluded that ski areas inflated snowfall totals, especially on weekends, which are the more profitable days of the week.

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